**Downtown Development Authority**

Board Meeting Minutes

February 12, 2014

**Present:** Charles Walsh, Brettnee Tromble, Brandon, Daigle, John Johnson, Louis Taubert, Lisa Burridge, Brian Scott Gamroth, Sona Rummel, Charlie Powell, Scott Murray, Liz Becher, Josh Bake, Tom Dixon, Kevin Hawley

**Excused:** Mike Stepp

**Call to Order:** Chair Charles Walsh called the February 12, 2014 meeting to order at 11:32am.

* Formal introduction to Board of new Executive Director, Kevin Hawley
* Charles recognized and expressed his appreciation to John Johnson and Pete & Amber Fazio for efforts in putting together new DDA Executive Director meet and greet at Eggingtons.

**Public Comments:**

* Liz introduced Tom Dixon of the Casper Star Tribune who is interested in doing a story on vacant store fronts in the downtown area.

**City Report:** Charlie called attention to Star Tribune editorial on SLIB Board infrastructure improvements and that the DDA letter of support was well received. Charlie informed board that the project is currently moving forward; however, the approved SLIB loan may not be utilized. Josh Bake recognized Councilman Powell for a job well done representing the City at the SLIB hearing.

**Liz Becher-**

* Announced that Dave Hough will retire from the City of Casper Friday, February 21. Dave will go to work for private engineering firm – KLJ. Liz reassigned his responsibilities, as follows: Doug Barrett oversee garage bathroom; Josh Bake oversee branding and gateway; Andrew Nelson will take over I-25 signage/beautification; Liz oversee garage interior signage and branding.
* Liz commented that ideal deadline for bathroom project is June 30th. She can ask for an extension but it needs to be substantially complete.
* Parking structure: City Building & Grounds (VH McDonald – Manager) handles maintenance of garage. Murray MacDonald will be DDA point of contact for lights and other responsibilities. Liz assured that most recent issue with frozen/burst pipe is being handled by City. Liz will be working to expedite parking structure reimbursement invoice that she received from Brettnee during meeting.
* Liz discussed that they are working to catalogue all downtown art pieces to be used with “geo-smart” GIS database.
* Dave Hough retirement party February 20, 3:30 pm – City Hall.
* Action: KH contact Murray MacDonald and coordinate garage needs. KH – retirement card for Dave, Board signatures.

**Josh Bake-** Nothing to report today

**Financials – Brettnee Tromble**

* Parking Garage
  + Brettnee acknowledged and thanked the City for free parking for all guests during month of December and informed the Board that rent was waived by City for month because of this.
  + Liz asked Kevin to do a full inventory of garage supply needs and provide to Murray MacDonald at City Building and Grounds in order for City to order in bulk.
  + Louis brought up Aged parking balances. Tammy has sent out collection letters and has had positive response.
* DDA
  + Operating expense total is 34% of budget total – well within.
  + Error with interest on this month ($7.19) will be corrected and applied to next month. Interest rate was inadvertently adjusted and needs recalculated.
  + Received mill-levy check from county $28,000+
  + Clarity was given that utilities are paid on Garage only from Garage account. Utilities can range from $1,400 -2,200. Utilities for DDA office are part of rent and included in the $693.33.
  + KGWC overdue invoice in the amount of $475 came in today and was asked to be added to this month’s check run. Renee signed off on order but Kevin to verify with MARCOM chair for accuracy before check executed. Charles reiterated importance of committee chair involvement for review and control measures.
  + Brettnee discussed PMCH audit findings because of our small staff. In order to have more internal controls, Executive Director will make initial transfer of funds but Board Chairman or Finance Chair will need to log in for final approval before funds are executed.

**Approval of January 2014 DDA Financial Report**

***Motion, Second, Passed (Brandon Daigle, John Johnson)***

**Approval of January 2014 Parking Facilities Financial Report**

***Motion, Second, Passed (Brandon Daigle, John Johnson)***

**Approval of January, 2014 Board Minutes**

***Motion, Second, Passed (Lisa Burridge, Brian Scott Gamroth)***

**Director’s Report** –

* Continue to foster relationships with other area organizations that align with DDA mission.
* Address Administrative/IT/Staffing needs.
* Notified State & County – request to continue assessment for 2014.
* Exploring opportunities to help facilitate additional downtown activities (Youth Orchestra/Irish Dancers). Promotions Committee may need to be added.
* Opportunities:
  + Continued awareness campaign – DDA mission, parking structure
  + Confusion with DDA logo(s) – Commit to one version for the immediate future?
  + Authority on all things downtown – project it daily

**Garage Manager Report** – No Report

**Committee Reports –**

**A) Executive Committee – Charles Walsh**

* Charles worked with Liz who took immediate action on light bulb replacement in garage.
* $75 monthly stipend approved for Executive Director cell phone.
* Aged parking report generated and past due invoices sent out.
* Plaza – project plan started, Lisa followed up on real estate end with City; Charles followed up on Rapid City details and; Brandon created draft of presentation.
* Market Driven Funding (TIF) and Executive Committee recommendation to Board brought up but will be discussed in detail during Finance Committee report.
* Discussed possibility of moving to Adbay building and finding co-tenant.
* Louis brought up passage of DDA 16 mill-levy. Passed 24 voted for, 1 against.

**B) MARCOM Committee – Kevin Hawley**

* Mike unable to attend due to Valentine’s Day rush. KH spoke on behalf of MARCOM.
* MARCOM media budget was focused heavily on holiday season, has been slow for past two months but will pick up with first official committee meeting with new Executive Director in the next two weeks.
* DCBA is looking at Easter themed event downtown featuring Wyoming Calvary players similar to last year. MARCOM will evaluate financials to determine if sponsorship is feasible, if approached.

**C) Infrastructure – Brandon Daigle**

* Public restroom construction schedule: Advertise bid Feb. 18th; Pre-bid meeting Feb. 25th; Open bids March 4th; and; Council Approval March 18th. Brian inquired about completion date for construction. Brandon believes it will be August 1 but Liz is projecting July 1, believing we could obtain a one month extension from WBC if “substantially” complete.
* Charles confirmed with Liz that Brandon will be on the selection committee for parking garage bathroom bids.
* Brandon discussed City Branding project. February was original date for study completion but information gathering has not been completed yet, pushing whole project back. Liz thinks Believable Brands will be ready for March. Liz asked if DDA would like new Director to be on the committee to which all agreed was necessary to ensure communication flow.
* One way streets – Danny to give update next month at committee meeting.
* Public Plaza – draft needs to be reviewed by Board for feedback. Presentation before council work session Feb. 25th, presentation needs to be submitted by 12 pm, Friday, Feb. 21st, per Liz.
* Brandon discussed need to educate council about vision for plaza, potential uses, need for multiple public plazas and that this is not the same as a town square and has a different function. Brandon reminded the Board about the need to take council members on tour of other public plazas to show how they work. Intent is not to ask for money or bring up cost; intent is to start to educate council about the vision and opportunity for the plaza.
* Charlie reminded the Board of the upcoming 1 cent vote and how “asks” before council could be perceived at this time

**D) Finance – Brettnee Tromble**

* Market Driven Funding – Brettnee discussed establishment of a “base” year of only our district and then any investment/development after that, the DDA would be able to capitalize on a portion of the increased sales tax. This funding concept has been successfully utilized in Cheyenne since the 90’s.
* Brettnee informed the Board that we as the DDA have done everything within in our power to set this up and we are now in need of professional services to continue on. The Finance Committee recommends approval of TIF consultant Janet Cornish, who has been instrumental in the execution of several (14) TIFs in Montana. The bid provided by Janet Cornish was for all services to implement and execute a TIF in our district not to exceed $25,000. Brettnee believes that some of the groundwork has already been done by the DDA, so contract *could be* substantially less. The Board asked that other bids be solicited before committing to Janet Cornish to ensure we had evaluated all options.
* Brian reminded the Board that this TIF is *only* within the DDA boundaries and this is *not* a new Tax but a portion of newly generated revenues is applied back to DDA for operations and additional developments. Brian asked how a TIF is implemented: by vote? Brettnee explained that a resolution of blight is passed through the City Council – not necessarily voted on by the public. John asked how a baseline was determined and it was explained that there was no clear answer from the attorney’s and that is one of the many reasons why we need the help a TIF consultant.
* Charlie mentioned he will be attending the National League of Cities convention in the coming weeks and one of the presentations is on Tax Incremental Financing – he offered to bring back any materials that might help. Charlie also reminded the Board of the upcoming 1 cent tax and to be mindful of how this was educated to the public.

**Approval of February 2014 Janet Cornish – TIF Consultant, not to exceed $25,000 – Funding allocated $11,000 Strategic Planning, Balance of contract from Unallocated Reserves**

***Motion, Second, Passed (Brettnee, Brian Scott Gamroth)***

**E) Governance – Scott Murray**

* Scott working on updates to DDA by-laws, parking garage contract with City, and investigating ticketing authority in parking garage.
* Interior signage replacement proposals at garage need to be reviewed by attorney’s before sent out to bid.

**Action Items:**

1. Brettnee to move forward with TIF consultant.
2. Brandon to meet with City staff next week to prep for presentation – Brandon was nominated to present. Charles asked the full Board to be in attendance to show commitment and support for the project to the City Council.
3. Lisa to explore possible lease agreement to support presentation.
4. City to invite Kevin to “branding” meeting.
5. Kevin to explore configuration of Promotions Committee.
6. DDA Thank You letter to Dave Hough. Retirement party 3 pm, Thursday (2/20/14).
7. Presentation before council work session Feb. 25th, presentation needs to be submitted by 12 pm, Friday, Feb. 21st, per Liz.
8. Kevin and Charles to meet with John Huff.
9. Lisa to talk to Wold’s about lot.
10. Charles to talk to Kent at Ames Auto.
11. Brandon to call Kim Rightmer at WBC.

**Motion to Move to Executive Session**

***Motion, Second, Passed (Brian Scott Gamroth, Lisa Burridge)***

**Motion to Adjourn**

The meeting was adjourned at approximately 1:30PM.

Approved by:

Secretary’s Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/Date: \_\_\_\_\_\_\_\_\_\_\_\_\_

Board Member’s Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/Date: \_\_\_\_\_\_\_\_\_\_\_\_\_